

Corporate culture in management systems

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Abstract

© 2018 International Strategic Management Association. All rights reserved. The article describes the results of researching a corporate factor to enhance management efficiency in the contemporary context. Because of a research based on open sources, a necessity to enhance the role of corporate culture in management systems has been substantiated, main factors are determining the growth of significance and efficiency of socio-cultural and moral-and-ethical tools in management have been disclosed. The characteristics of a management system are necessitated both by the laws and the consistent patterns of the economy and management, the level of development of the system, as well as by historical and geographical factors, national and cultural peculiarities, industry-specific features, and by the personal properties and the potential of the organizations' managers. The functions that corporate culture implements suggest a broad range of tasks addressed today with its help by the organizations, and, moreover, accentuate the importance of such a social institute. Setting up a strong positive corporate culture aligned with the development strategy is a prerequisite for an effective management, the sustainability and the competitiveness of the organizations in the present-day conditions.

Keywords

Changes in business environment, Corporate culture, Extra-market forces, Human capital, Management system, Market institutes

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